

Agency: Commerce, Community and Economic Development**Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Perseverance Theatre****Federal Tax ID: 92-0071124****Project Title:**

Perseverance Theatre - Dimmer System Replacement

State Funding Requested: \$ 25,000
One-Time Need**House District: Juneau Areawide (3-4)****Brief Project Description:**

Purchase replacement theatrical lighting dimmer system.

Funding Plan:**Total Cost of Project: \$48,000**

	<u>Funding Secured</u>		<u>Other Pending Requests</u>		<u>Anticipated Future Need</u>	
	<i>Amount</i>	<i>FY</i>	<i>Amount</i>	<i>FY</i>	<i>Amount</i>	<i>FY</i>
Other					\$23,000	09
Total					\$23,000	

Explanation of Other Funds:

The theatre will aggressively pursue \$15,000 in foundation, corporate, and private individual support to complete the project.

\$8,000 will be in-kind staff support.

Detailed Project Description and Justification:

In active partnership with both the University of Alaska Southeast and the Juneau School District, hundreds of students cross the stages of Perseverance Theatre every year, learning valuable skills in reading, writing, public speaking, and personal presentation. 300 Juneau high school students perform Shakespeare each year, and UAS has a minor in theatre available to students.

Perseverance also develops, produces, and performs classic, contemporary, and original theatrical work on a professional level, bringing artistic and economic enrichment to both Juneau and the statewide communities where it performs on tour. Among its nationwide accomplishments, the theatre boasts the world premiere of Paula Vogel's "How I Learned to Drive," which won a Pulitzer Prize for Theatre.

Perseverance Theatre's lighting system is obsolete and rapidly moving beyond repair. A \$25,000 capital appropriation will buy a new, up-to-date theatrical dimmer system. The theatre will raise private funds to cover contract electrical work associated with installation, and dedicate internal staff resources valued at \$10,000.

Project Timeline:

The dimmer system will be purchased as soon as the grant agreement is signed. Installation will follow during Calendar Year 2008

Entity Responsible for the Ongoing Operation and Maintenance of this Project:

Perseverance Theatre

Grant Recipient Contact Information:

Contact Name: Merry Ellefson

Phone Number: 364-2421

Address: 914 Third Street, Douglas, AK 99824
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Email: merry@perseverancetheatre.org

Has this project been through a public review process at the local level and is it a community priority? ☐ Yes ☒ No



February 19, 2008

The Honorable Kim Elton
Alaska State Senate
State Capitol, Room 506
Juneau, AK 99801-1182

Dear Senator Elton:

Thank you for your interest in Perseverance Theatre's request for a capital appropriation.

Perseverance Theatre (PT) was born in 1979. Since then, we've grown into the state's flagship professional theatre, serving 16,000 Alaskans through a full season of Mainstage and Second Stage productions, educational and outreach programs, and tours, which last year included a tour of our Tlingit-inspired version of *MACBETH* to the Smithsonian National Museum of the American Indian in Washington DC. Since our inception, we've created over 60 World Premieres, including Paula Vogel's Pulitzer-Prize winning play *HOW I LEARNED TO DRIVE*.

PT has an ongoing commitment to provide theatre training for local and statewide participants as well as to develop educational programs for young people. Our 2007 World Premiere *RAVEN ODYSSEY*, inspired by Raven stories from Native Alaskans from Gambel to Hydaberg, featured storytellers, carvers, actors, and dancers, and many of these received hands-on theatre training during the process. Over 2,000 audience members saw *RAVEN* and nearly 700 Juneau students attended matinees as part of our educational outreach efforts. Currently, over 300 High School freshmen are studying Shakespeare's *MUCH ADO ABOUT NOTHING* with professional artists through *Prologue*, our collaboration with the Juneau School District. *Prologue* students pay only \$2 to see a student matinee, thanks to support from the National Endowment for the Arts. We also collaborate with Alaskan organizations such as Sealaska Heritage Institute to present *STAR*, our summer theatre-training program serving diverse youth aged 8-18.

The Theatre's budget is approximately \$1 million, and we've worked hard to diversify our funding base in this boom and bust economy. Our earned income is supported by prestigious foundations including the Paul G. Allen Family Fund, Andrew Mellon, Shubert and Lila-Wallace Reader's Digest Fund. We also receive \$19,000 from the Alaska State Council on the Arts for operational support. In 2002, Perseverance was just one of seven theatres awarded a \$500,000 endowment challenge grant by the Doris Duke Charitable Foundation through their Leading National Theaters Program. We recently completed a \$1.1 million addition—the building of our Lemon Creek Shop, apartments, and rehearsal space—thanks to the generous support of the Rasmuson Foundation, as well as Alaskan individual and business contributors.



As we move into our fourth decade, PT's Capital Priorities Program prioritizes improvements needed to our original Douglas theatre facility. The \$100,000 Program includes improvements to our lobby and storage areas, and purchasing production equipment. We are requesting \$52,000 for the Capital Priorities Program from the Rasmuson Foundation, and local businesses and corporations, including Alaska Industrial Hardware and Home Depot.

PT is requesting the remaining \$48,000 from the State of Alaska to upgrade our stage lighting system. This support will allow us to purchase and install a new dimmer pack for our lighting system, as well as to upgrade our facility's current electrics to support this new system.

For some background, Perseverance purchased our current "used" lighting system twenty-five years ago as part of our 1983 expansion. Since then, it's grown unreliable and results in inefficient use of our time and resources, as it's highly labor intensive for our Master Electrician (ME) to use, maintain, and repair. For example, our ME can only work to repair and maintain the dimmers when electricity to half of the building is turned off. This means that the Theatre's administrative office must be closed when he works. Even with short-term repairs, not all of the channels are available—lighting cues are built from these channels—so consequently, a lighting designer's capacity is diminished. The existing system is also inadequate for training technical interns who join us from around Alaska and the nation to improve their craft. Additionally, and perhaps most importantly, the outdated dimmer system is becoming unsafe.

PT's ME has done extensive research on a system which best serves the varied needs of our innovative but small, regional theatre. The replacement of the system will allow our lighting designs, an essential theatrical component, to be richer, more complicated, and with options greatly improved. Overall, our lighting designs will be more efficiently served. A new system will give Alaskan and national directors increased freedom to interpret a show. With these improvements, the ME can maintain the dimmers with lights on in the rest of our facility, and overall maintenance and labor costs will decrease. In a nutshell, it'll make us a stronger Alaskan theatre—making us better able to train artists and technicians, and better able to create the best theatre.

As stated, the overall cost for the lighting system is estimated at \$48,000. PT's ME estimates that the labor and materials needed to upgrade our existing system will cost between \$8,000-\$10,000. We have also attached two price quotes, which total just under \$39,000. These estimates are from Production Advantage for a new dimmer system and Juneau's Foley Electrics for the labor and supplies to install the system. Here's another perk: we look forward to improving our system with a local electrician who also wants to learn more about lighting design from our ME. It's this kind of grassroots work—and the combination of raw and professional talent—that has helped us create an important voice on the national theatre scene.



Please don't hesitate to call us if you have any questions or comments. We look forward to improving our theatre to better serve Alaskan artists and audiences of all ages. We're deeply grateful for your interest and support of Perseverance Theatre.

Sincerely,

Merry Ellefson
Interim Managing Director
364-2421, ex 237

Jennifer Lagundino
Development Director
364-2421, ex 228

Merry Ellefson

From: chris c [lgthchris64@yahoo.com]
Sent: Wednesday, February 06, 2008 9:30 PM
To: Merry Ellefson
Subject: Fw: Quote

Hey Merry, This is the quote from Steve.

Chris C,

----- Forwarded Message -----

From: "foleyelectric@acsalaska.net" <foleyelectric@acsalaska.net>
To: lgthchris64@yahoo.com
Sent: Tuesday, February 5, 2008 4:40:07 PM
Subject: Quote

Hey Chris,

I got my pricing back from my supplier today and the good news is, our original guestimate was enough money to write a grant with. The actual quote \$13,750.00 is at todays pricing on labor and material, adding some room to move would be wise depending on when you plan to do the work.

Thanks for asking Foley Electric to be part of this potential project.

Steve

Never miss a thing. Make Yahoo your home page.
<http://www.yahoo.com/r/hs>

PO Box 1700

Williston, VT 05495-1700

Phone: (800)424-9991 Fax: (877)424-9991

QUOTATION DATE	QUOTATION NO.
01/11/2008	2019631
CUSTOMER NO.	
21730	
Revision:	Page 1 of 1

Bill To:

Perseverance Theatre
Christopher Creevy
914 3rd St
Douglas AK 99824-5414

Ship To:

Perseverance Theatre
Christopher Creevy
914 3rd St
Douglas AK 99824-5414

Prices quoted are firm for 30 days. All warranties are with the manufacturer. Please call with any questions. Thank you for the opportunity to quote.

PURCHASE ORDER		SHIP VIA	QUOTE DATE	TERMS	FEDERAL ID	
		FEDEX GROUND	1/11/2008		043381372	
QTY	ITEM NUMBER	ITEM DESCRIPTION			UNIT PRICE	EXT. AMOUNT
1	ETC QUOTATION	ETC Quotation 26651.1.0 Sensor Dimming System			25,044.00	25,044.00
		TOTAL PRODUCT	SHIPPING & HANDLING	TAX	PAID	AMT. DUE
		\$25,044.00	\$0.00	\$0	\$0	\$25,044.00

Entered By: RAK

U.S. DOLLARS

Quote as per attached Bill of Materials